

# AP-217 Exam Prep, Latest AP-217 Exam Answers



## Salesforce AP-217

Media Cloud Accredited Professional

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## Salesforce Media Cloud Accredited Professional Sample Questions (Q20-Q25):

### NEW QUESTION # 20

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Connected App
- B. Auth. Provider
- C. Custom Metadata
- D. Named Credential

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

[https://help.salesforce.com/s/articleView?id=sf.named\\_credentials\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.named_credentials_overview.htm&type=5)

### NEW QUESTION # 21

Which two features should a Consultant keep in mind when proposing the use of JSON-based mapping over Object-based mapping for Contract templates?

Choose 2 answers

- A. The Consultant can use the item section for any type of item list, not only for line items.
- B. Only Contract, Opportunity, Order, and Quote objects are supported when mapping fields in JSON-based mapping.
- C. The data to extract and merge into the template must exist in standard objects.
- D. Documents cannot display attribute data unless the Custom section in the document template is used.
- E. JSON-mapping allows for filtering individual line items or repeatable content items to display in a document, but Object-based mapping does not.

**Answer: A,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

JSON-based mapping offers greater flexibility, such as allowing the item section to include any list type, not just line items, and supports filtering for repeatable content in documents. Object-based mapping is more rigid and limited to standard object types.

Reference:

Media Cloud Contract Template Mapping

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_contract\\_mapping.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_contract_mapping.htm&type=5)

### NEW QUESTION # 22

A B2B advertising publishing company is exploring Salesforce to manage its advertising sales business. The Sales Representatives can sell digital, TV, radio, print, and event ads to their customers in a single media plan.

Which two media types are available for planning out-of-the-box with Media Cloud?

Choose 2 answers

- A. Linear
- B. Print
- C. Digital
- D. Event

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Out-of-the-box Media Cloud supports Linear (TV, radio) and Digital media types for planning. Print and Event media types typically require customization or are handled separately.

Reference:

Media Cloud Media Types

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_media\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_media_types.htm&type=5)

### NEW QUESTION # 23

A publisher needs to check ad server inventory as part of the media plan creation process.

Which ad server is supported by standard Media Cloud Advertising Sales Management (ASM) features?

- A. Campaign Manager 360
- B. Sizmek
- C. Openx
- D. Google Ad Manager

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Google Ad Manager (GAM) is the only ad server with out-of-the-box integration supported in Media Cloud ASM. This enables inventory checks, campaign booking, and reporting directly through Media Cloud interfaces. Other servers require custom integrations.

Reference:

Media Cloud Supported Ad Servers

Google Ad Manager Integration Guide

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_integration.htm&type=5)

### NEW QUESTION # 24

Which two solutions should a Consultant recommend to a client who wants to integrate with an ad server other than Google Ad Manager (GAM) to create an ad campaign?

Choose 2 answers

- A. Use the Out of the Box Marketing Cloud Intelligence connector.
- B. Create a custom integration procedure to integrate with the ad server.
- C. Create a custom solution using Apex code.
- D. Use the Out of the Box Ad Server Integration.

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud provides out-of-the-box integration only with Google Ad Manager. For other ad servers, a custom integration is required either via a custom Integration Procedure or Apex code to handle API interactions and data flows. The Marketing Cloud Intelligence connector focuses on analytics, not ad server integration.

Reference:

Media Cloud ASM Integration Overview

Salesforce Custom Integration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_custom\\_adserver\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_custom_adserver_integration.htm&type=5)

### NEW QUESTION # 25

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